

Data & tools supporting the 2020 Census in Knoxville/Knox County

Multicultural Subcommittee Training

February 4, 2020



BOYD CENTER FOR BUSINESS &
ECONOMIC RESEARCH



Tennessee State Data Center

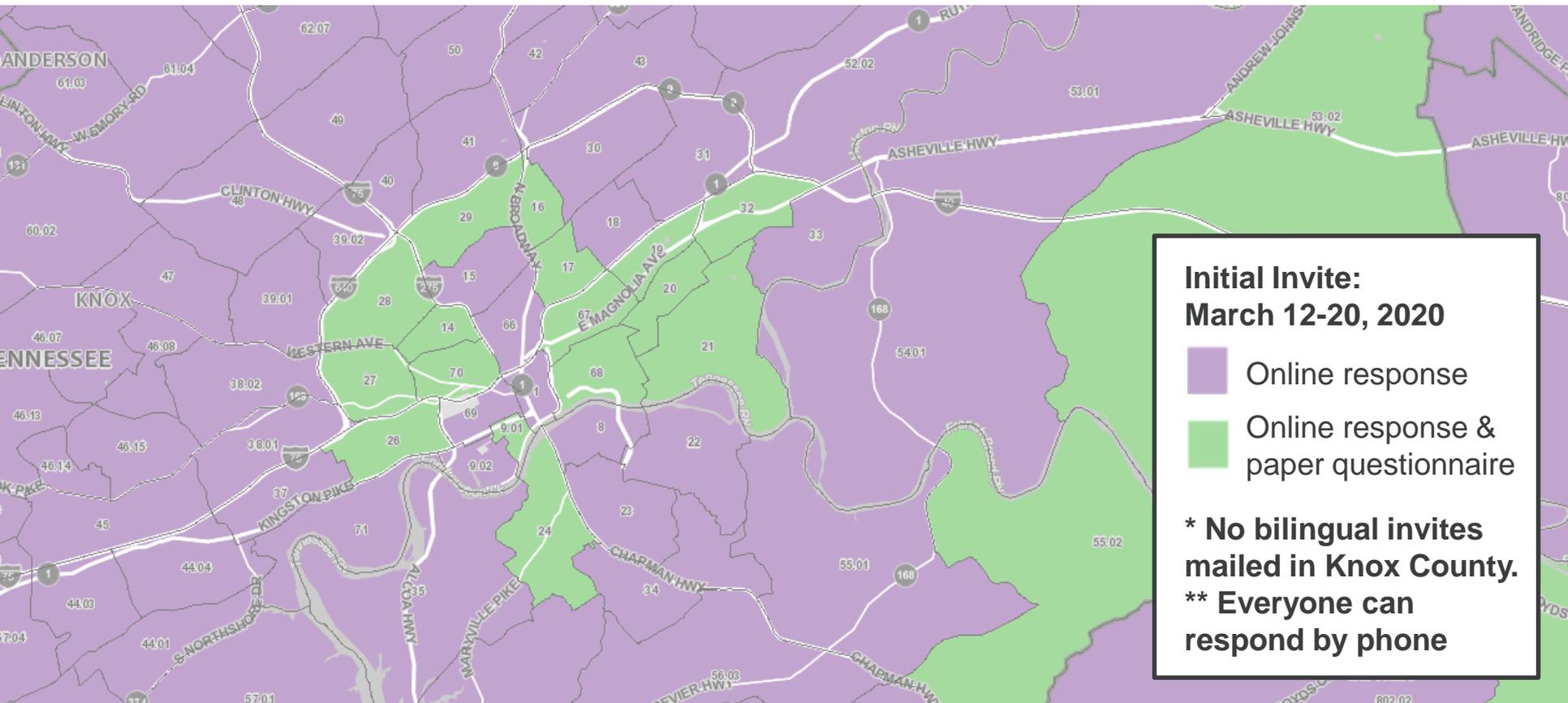
Agenda

- Responding to the Census and factors that could influence response
- Understanding “Hard to Count” Communities

Race, ethnicity, language and foreign-born population

CONTEXT FOR RESPONDING TO THE 2020 DECENNIAL CENSUS

2020 Census Contact Strategy



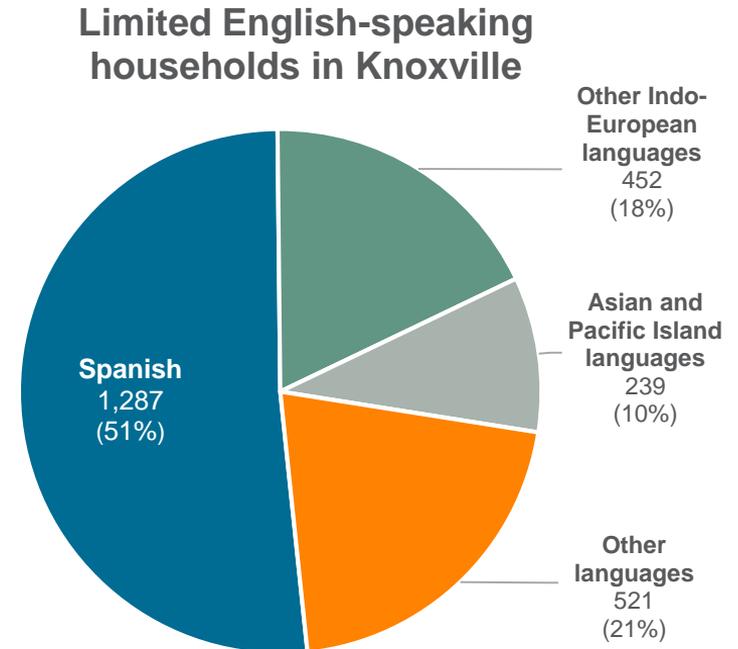
**Initial Invite:
March 12-20, 2020**

-  Online response
-  Online response & paper questionnaire

*** No bilingual invites mailed in Knox County.**
**** Everyone can respond by phone**

Limited English Speaking Households

- No one age 15 or older speaks English “very well”
- 3,112 households in Knox County
- 80% live within Knoxville



Source: U.S. Census Bureau, 2018 American Community Survey 1-Year Estimates. S1602

Non-English Language Support

- Paper forms
 - English, Spanish
- Other supported languages (12)
 - Language support card on mailed invite
 - Online web-based response
 - Phone response
- [Instructions for 59 languages](#)

12 Supported languages

Spanish	Tagalog
Chinese	Polish
Vietnamese	French
Korean	Haitian Creole
Russian	Portuguese
Arabic	Japanese

Languages spoken in Knoxville and Knox County

- [Limited English Speaking Households](#)
- [Language spoken as home](#)

Race and Ethnicity in Knox County

Race	2018	Share of Total	Tennessee
Black Non-Hispanic	40,439	8.7%	16.8%
Hispanic	20,443	4.4%	10.2%
Other Non-Hispanic	21,571	4.6%	6.4%
White Non-Hispanic	382,836	82.3%	66.6%
Total	465,289		

Source: US Census Bureau, Population and Housing Unit Estimates, Vintage 2018

Separate Hispanic Origin Question

Common Response Scenarios

- Most respondents will mark, “No, Not of Hispanic, Latino, or Spanish origin”
- Most Hispanic respondents will select one of the three detailed checkbox categories (i.e., Mexican, Puerto Rican, Cuban)
- Additional detailed Hispanic origin responses are collected via “Yes, another Hispanic...” write-in response area (e.g., Salvadoran, Dominican, Peruvian, Spaniard)

→ NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.

8. Is Person 1 of Hispanic, Latino, or Spanish origin?

- No, not of Hispanic, Latino, or Spanish origin
- Yes, Mexican, Mexican Am., Chicano
- Yes, Puerto Rican
- Yes, Cuban
- Yes, another Hispanic, Latino, or Spanish origin – *Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.* ↕

Guatemalan Honduran

Race Question

Common Response Scenarios

- Most respondents will mark “White” box
- Detailed White responses are collected via write-in area (e.g., Irish, German, Lebanese)
- Many respondents will mark “Black or African Am.” box
- Detailed Black responses are collected via write-in area (e.g., African American, Nigerian, Jamaican)
- Detailed American Indian tribes, Alaska Native villages, and indigenous Central and South American groups are collected via write-in area

9. What is Person 1's race?

Mark one or more boxes **AND** print origins.

- White – Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc. ↴

Irish and German

- Black or African Am. – Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc. ↴

Nigerian

- American Indian or Alaska Native – Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow, Inupiat Traditional Government, Nome Eskimo Community, etc. ↴

Blackfeet Tribe

- | | | |
|--|---|--|
| <input type="checkbox"/> Chinese | <input type="checkbox"/> Vietnamese | <input type="checkbox"/> Native Hawaiian |
| <input type="checkbox"/> Filipino | <input type="checkbox"/> Korean | <input type="checkbox"/> Samoan |
| <input type="checkbox"/> Asian Indian | <input type="checkbox"/> Japanese | <input type="checkbox"/> Chamorro |
| <input type="checkbox"/> Other Asian – Print, for example, Pakistani, Cambodian, Hmong, etc. ↴ | <input type="checkbox"/> Other Pacific Islander – Print, for example, Tongan, Fijian, Marshallese, etc. ↴ | |

- Some other race – Print race or origin. ↴

Most Common Ancestry in Knoxville

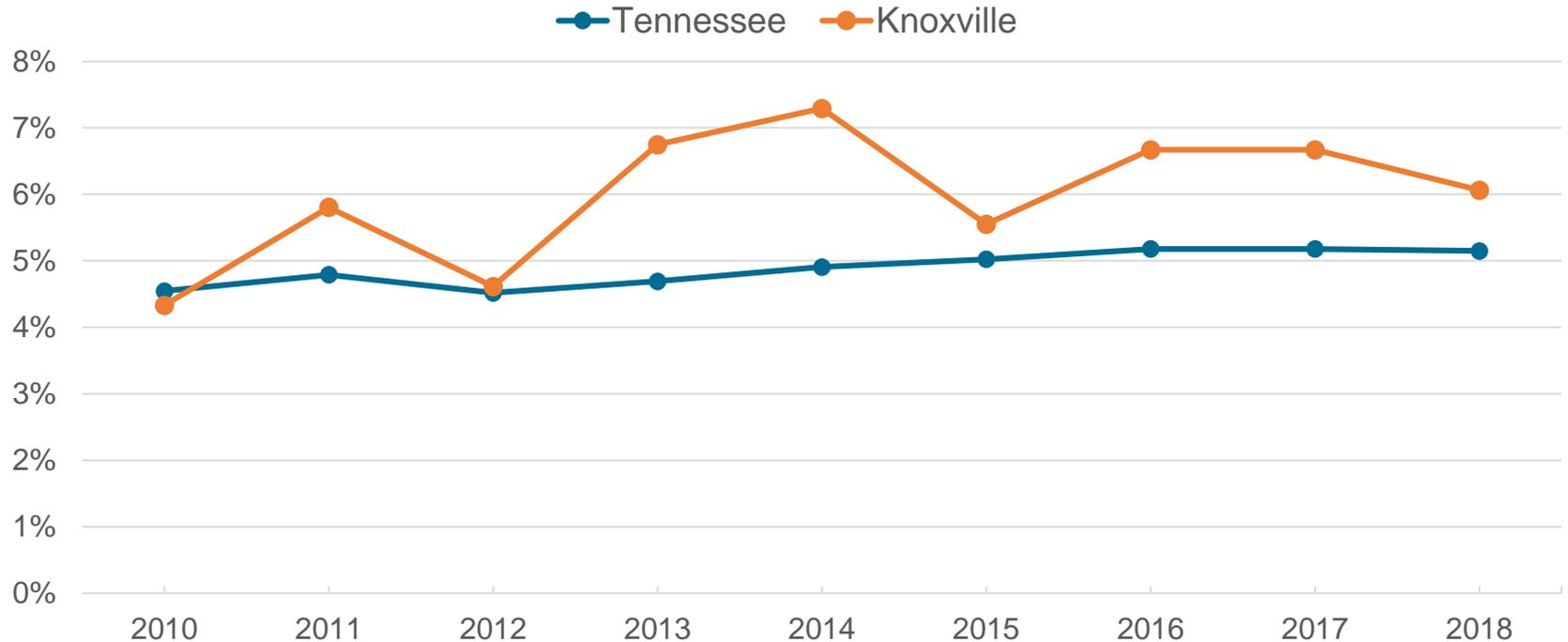
Ancestry	Estimate
Total:	185,429
Other groups	55,628
Unclassified or not reported	50,911
German	20,819
Irish	18,409
American	16,861
English	16,277
Scotch-Irish	5,980
Scottish	5,352

Source: US Census Bureau, American Community Survey 1-Year Estimates, 2018, B04006

Origin and Ancestry Data

- [Hispanic or Latino Origin by Specific Origin](#)
- [Ancestry](#)
- [Distribution of Ancestry in Knox County \(Map\)](#)

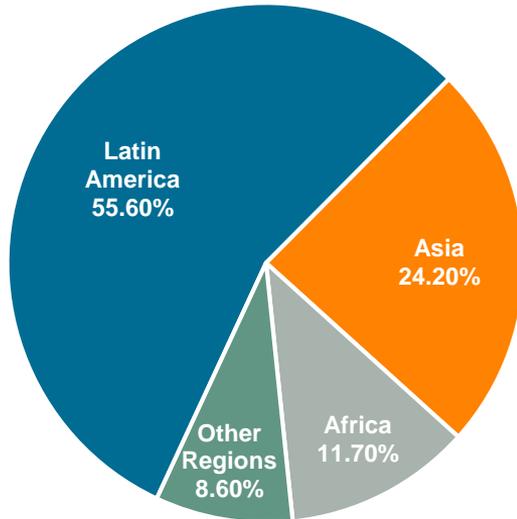
Percent population that is foreign-born



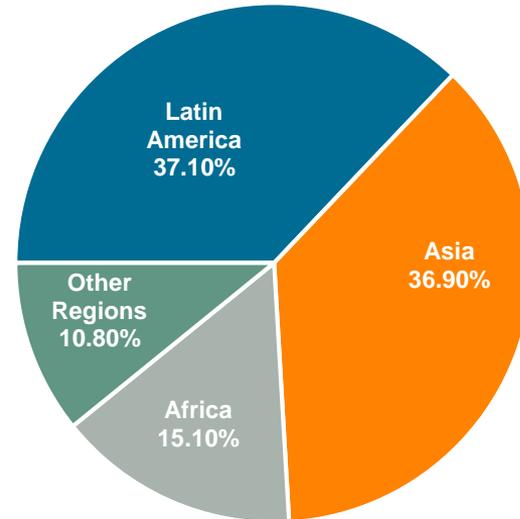
Source: US Census Bureau, American Community Survey 1-Year Estimates, 2010-2018, B05012

Origin of foreign-born Tennessee residents by year of entry to US

2000-2009: 105,076



2010 or later: 109,340



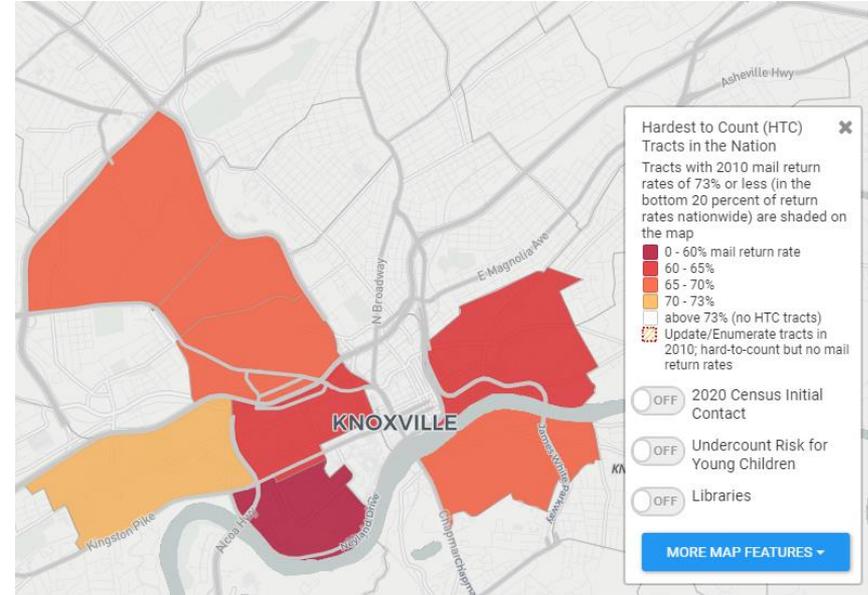
Source: U.S. Census Bureau, 2018 American Community Survey 1-Year Estimates. S0502

Data to help plan engagements and outreach

RESPONSE OUTREACH AREA MAPPER (ROAM)

Complete Count: Why are we here?

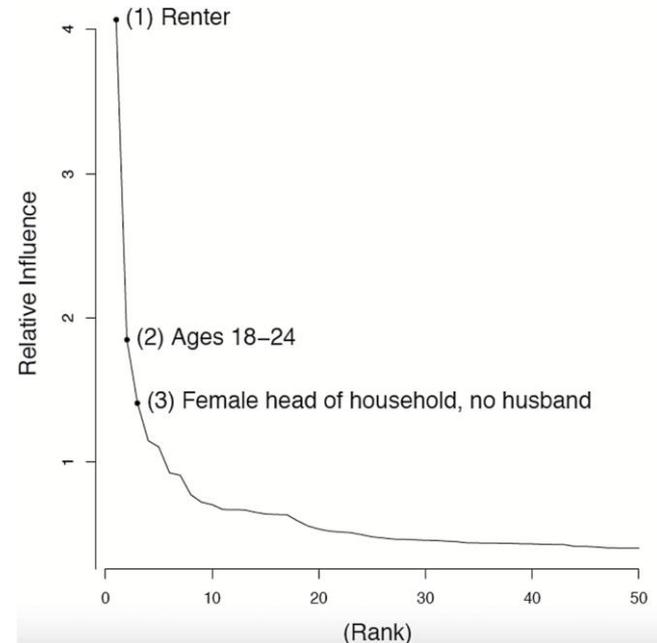
- 2010 final mail response rate for Knox County: 82.4%
- Non-response follow-up
 - Starts mid-May
 - Less accurate
 - Very expensive
- **Motivate self-response**



<https://www.censushardtcountmaps2020.us/>

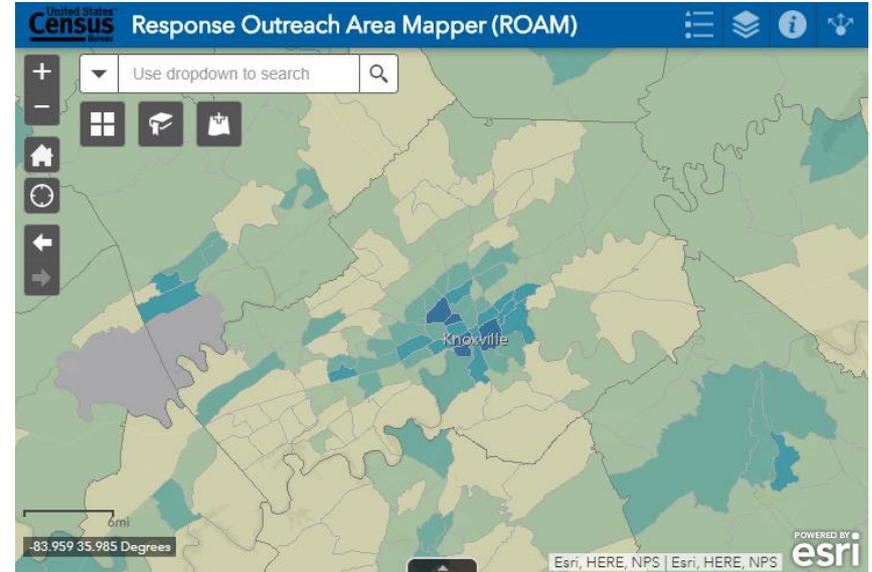
Low Response Score

- Combination of [25 best predictors of non-response to 2010](#)
- Strongest predictors:
 - Renters
 - Ages 18 to 24
 - Female head of household, no husband
- Visualized in ROAM
- **This is not a strategy**



ROAM Demo

- View Low Response Score (Predicted non-response rate)
- Review demographic data
- Understand how the data in ROAM can help inform outreach



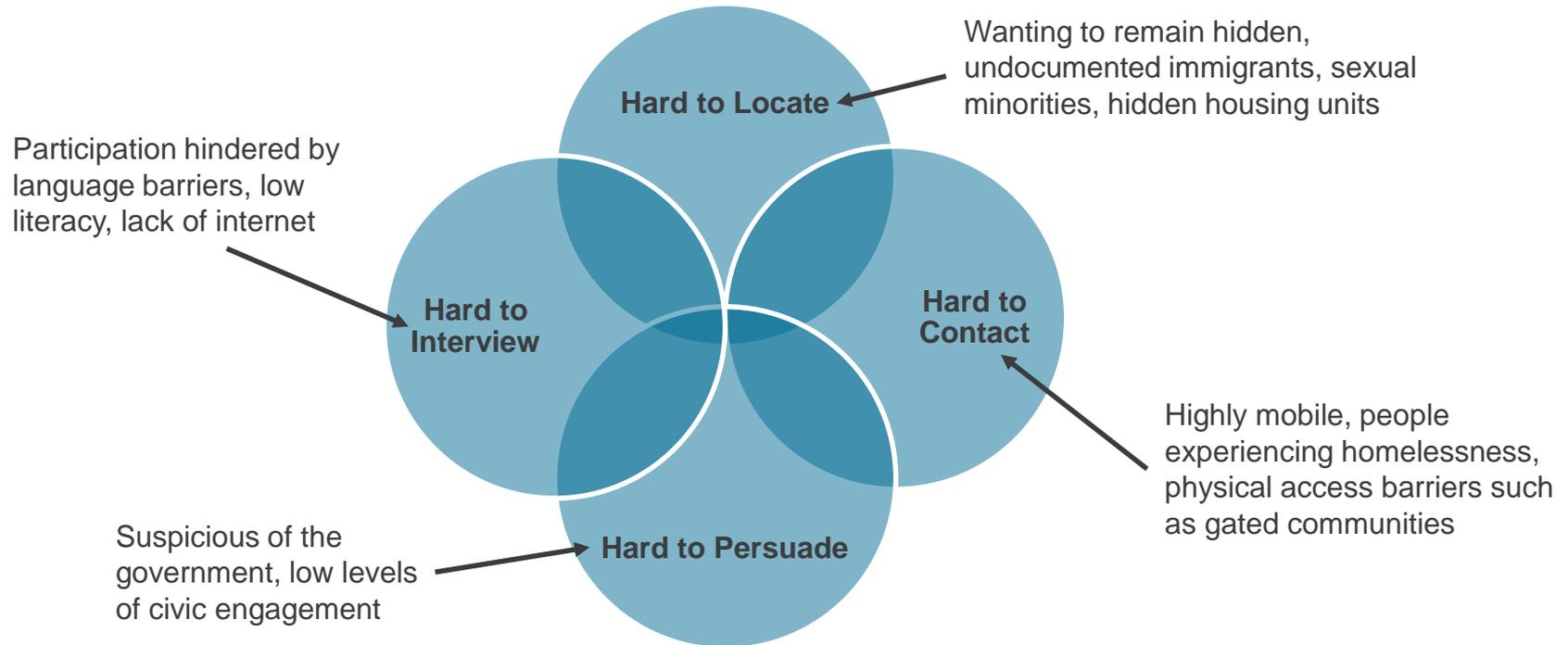
www.census.gov/roam

Hard to Count Populations

- Young children
- Highly mobile persons
- Racial and ethnic minorities
- Non-English speakers
- Low income persons
- Persons experiencing homelessness
- Undocumented immigrants
- Persons who distrust the government
- LGBTQ persons
- Persons with mental or physical disabilities
- Persons who do not live in traditional housing

<https://www2.census.gov/programs-surveys/decennial/2020/program-management/pmr-materials/10-19-2018/pmr-hard-to-count-2018-10-19.pdf?>

What makes a population “Hard to Count”



How can you support the Census?

[Important guidance](#) for groups conducting outreach:

- Providing devices for response
- Assisting people with their response
- Door-to-door outreach
- Calling the public

Questions and Answers for Stakeholders Supporting the 2020 Census

The U.S. Census Bureau anticipates that state, tribal, and local governments as well as thousands of community-based organizations, collectively referred to here as stakeholders, will publicize the 2020 Census and encourage the public to respond. Given that the 2020 Census will provide online and phone response options, stakeholders can support the census in new ways, including by making electronic devices available to the public for response.

In response to widespread stakeholder requests, the Census Bureau is providing the following information to help stakeholders support the 2020 Census. While we appreciate the dedicated efforts of stakeholders to support a complete and accurate count, only the Census Bureau is authorized to collect data from the public, and only the Census Bureau can offer confidentiality protected by law. For those reasons, the Census Bureau is providing the following responses to stakeholder questions.

How can you support 2020 Census response?

- Encourage people to respond to the census online, by phone, or by mail. Remind them to count everyone living in their home even if they are not related.
- Let people know that there are local, flexible, temporary jobs available at the Census Bureau to work on the 2020 Census. Please encourage them to apply today at 2020census.gov/jobs.
- Explain that everyone living in each household, including newborns, older individuals, and people who are not family members, should be counted on the household's 2020 Census form.
- If people express to you that they are unsure if others in their home completed the 2020 Census and included them, you should advise them to complete the 2020 Census on their own and include everyone living in their household (children, non-relatives, and other families), even if they think others may have already responded. The Census Bureau has processes in place to resolve duplicate submissions.
- Remind people to cooperate with census takers if they visit their home.
- Emphasize that the 2020 Census is safe and secure.

Can you make devices available to the public for response?

- If you make devices available to the public to allow individuals to provide their own responses to the 2020 Census, then those devices should be made available at an event or other public location like a community center, place of worship, or school.

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